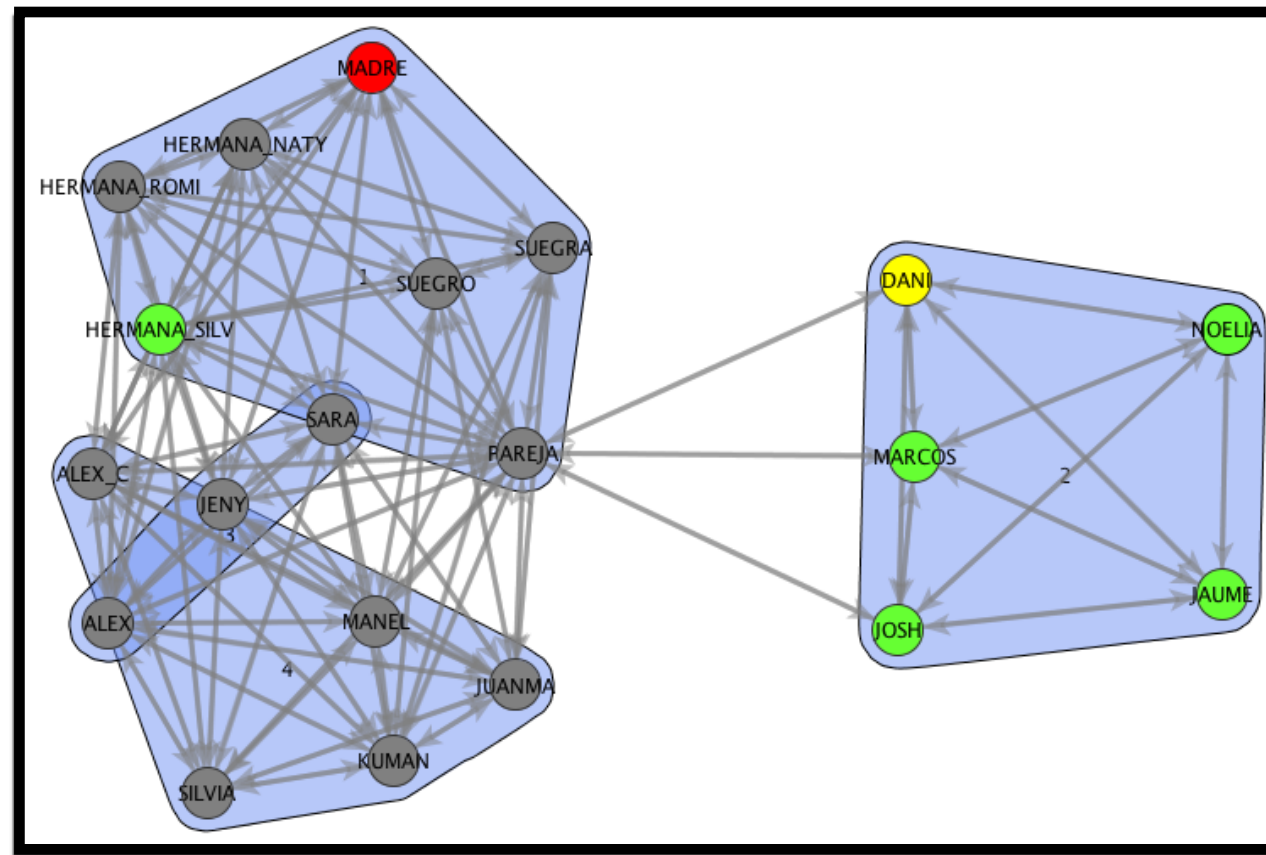


# *The Good Reasons of Social Networks. Reasonableness in using contacts as job search method*



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...an ongoing project

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- *Las redes sociales en sus diferentes modalidades, como recursos y mecanismos de búsqueda e inserción laboral en el empleo y de apoyo social en los jóvenes.* R & D Project CS002012- 36055 - Ministerio de Economía y Competitividad.
- PI: Carlos Lozares Colina, Universitat Autònoma de Barcelona

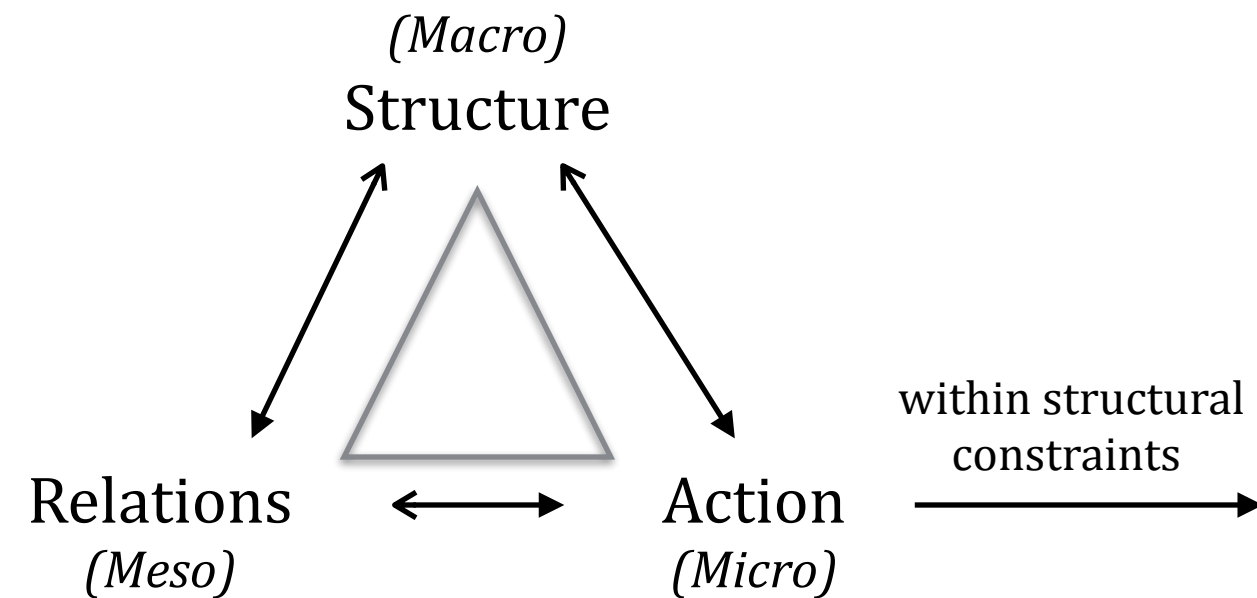
# OBJECTIVES

- (i) Understanding, in the context of Catalonia, the role played by ***social networks*** in the labor market;
- (ii) To examine labor market ***inequalities*** as a function of differential social capital;
- (iii) To analyse the mobilization of social capital, considering the role of ***agency*** in using contacts along the job search process;
- (iv) To apply a ***mixed-methods*** approach collecting quantitative, qualitative and social networks data.

# THEORETICAL BACKGROUND

## Structural Interactionism

Degenne & Forsé, 2004



### Rational Choice Theory (RCT)

*Homo oeconomicus*  
(Becker, 1992,  
Coleman, 1986)

- costs and benefits
- maximizing profits
- best choice of action.

### Causalist models

*Homo sociologicus*  
(Geertz 1984)

- Psicological and cultural forces
- Socialization effects
- Cognitive biasis.

### Ordinary Rationality

(Boudon, 1996)

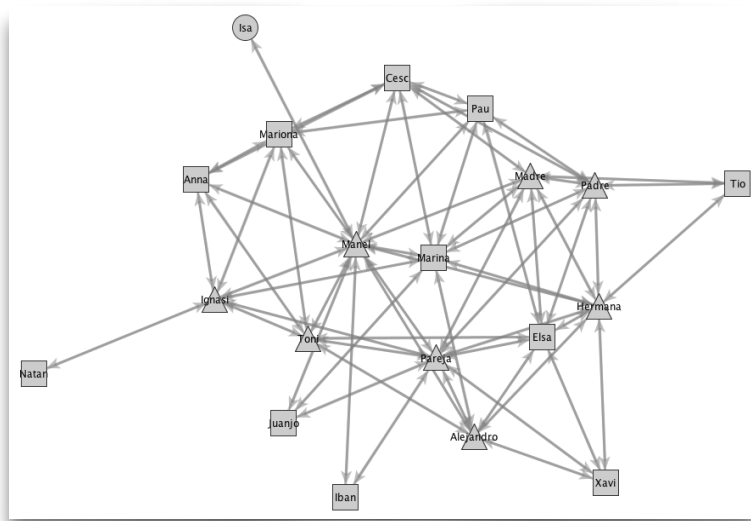
- broad rationality
- subjectively reasons explain actions.
- full information is not longer assumed

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# THEORETICAL BACKGROUND


## Accessed Social Capital



## Ordinary Rationality

The *Good Reasons* Why  
job seekers use their  
Social Capital.  
(Boudon, 1996)

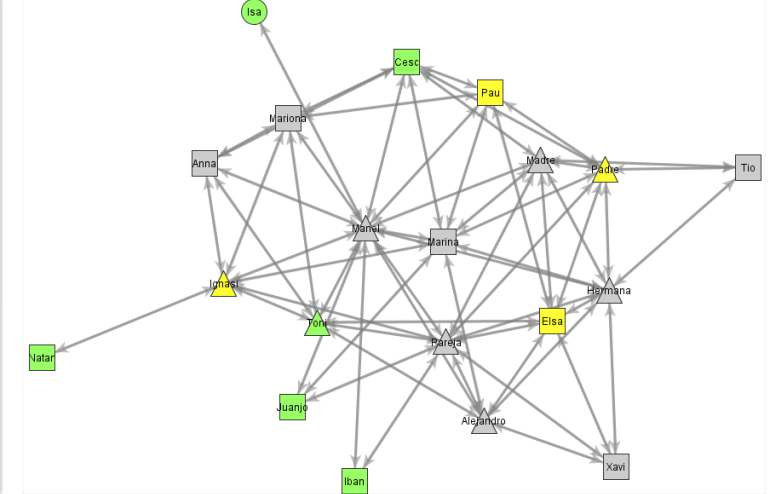
*Agency*  
Mobilizing resources in a  
purposive action



~~Rational Choice  
Theory (RCT)~~

~~Causalist models~~

## Mobilized Social Capital



- SC is **rooted in social networks** and social relations;
- SC is **unequal distributed** across social groups in a population, due the homophily principle;

- Job seeker must seek out contacts who possess the kinds of **resources they need for their job search** (Trimble, 2012);

- **Ability in mobilizing resources** should be also significant (Lin, 2001)

# MIXED METHODS

Quantitative

- Gender
- Education
- Professional Category
- etc.

EGONET  
QUESTIONNAIRES  
(250 young Spanish  
adults from 20 to  
34)

The screenshot shows the EgoNet software interface. The top menu bar includes 'Window' and 'Help'. Below it is a 'Study design tool' section with tabs for 'Interview', 'Statistics', and 'Graph'. The main window is divided into two panes. The left pane, titled 'Questions', lists numerous questionnaire items such as 'v14.1.A.Ciutat d'origen alter: 19', 'v14.1.B.CCAA d'origen alter: 19', 'v14.1.C.Pais d'origen alter: 19', 'v14.2.Uloc de residència alter: 19', 'v14.2.A.Ciutat residència alter: 19', 'v14.2.B.CCAA residència alter: 19', 'v14.2.C.Pais residència alter: 19', 'v15.Edat moment coneixença alter: 19', 'v16.Sexe de l'alter: 19', 'v17.Nivell d'estudis alter: 19', 'v18.1.Professió alter: 19', 'v18.2.Situació laboral alter: 19', 'v18.2.A.Altres situacions laborals alter: 19', 'v18.3.Categoria socio-professional alter: 19', 'v19.2.Ajuda treball alter a ego: 19', 'v10.8.Menció trajectòries: 19', 'v10.8.1.Menció trajectòries ajuda: 19', 'v10.8.2.Menció trajectòries coneixença: 19', 'v19.4.Fase ajuda: 19', 'v19.5.1.Mitjà presencial: 19', 'v19.5.2.Mitjà ajuda xarxes socials professionals: 19', 'v19.5.3.Mitjà ajuda xarxes socials generals: 19', 'v19.5.4.Altres mitjans virtuals: 19', 'v20.2.Cercle d'amistat: 19', 'v20.1.Cercle familiar: 19', 'v20.3.Ambit coneixença: 19', 'v20.4.1.Ambit sociabilitat actual1: 19', 'v20.4.1.Ambit sociabilitat actual2: 19', 'v20.4.1.Ambit sociabilitat actual3: 19', 'v20.4.1.Ambit sociabilitat actual4: 19', 'v20.5.1.Homofilia ideologia política: 19', 'v20.5.2.Homofilia interessos i aficions: 19', 'v20.5.3.Homofilia caràcter: 19', 'v21.6.Suport expressiu: 19', and 'Alter Pair: Relacions entre els alter: 0 & 1', 'Alter Pair: Relacions entre els alter: 0 & 2', 'Alter Pair: Relacions entre els alter: 0 & 3', 'Alter Pair: Relacions entre els alter: 0 & 4', and 'Alter Pair: Relacions entre els alter: 0 & 5'. The right pane, titled 'Informational Item', contains text in Catalan: 'Ara volem reconstruir quina ha estat la seva trajectòria respecte al món del treball prenent com a referència els moments en què has anat canviant d'activitat. Parlarem tant dels períodes en què has estat treballant com d'aquells en què estaves estudiant, aturat/a o inactiv/a per reconstruir els esdeveniments que han creat la seva trajectòria. Per començar, ... [1. Omplir el CALENDARI DE VIDA per identificar els esdeveniments que han marcat la seva trajectòria des que va complir 16 anys. Vigilar no deixar "forats": identificar també esdeveniments d'atur i inactivitat] [2. Numerar els esdeveniments des d'un l'actual principal en l'últim línc]'. At the bottom, there is a progress bar showing 4% completion and buttons for 'Previous Question', 'Next Question', and 'Next Question (Unanswered)'.

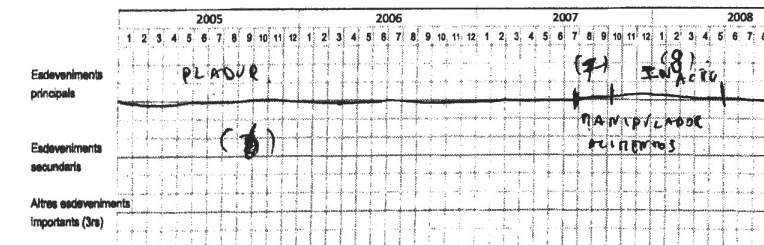
Social networks

- Accesed SC
- Mobilized SC

Longitudinal

- Labor pathway:
  - Principal activity
  - Secondary activity
  - Other activities

Audio recorded  
*life - grid* drawn by  
interviewed



Qualitative

- Agency
- Perception of control
- Desire, Expectations...

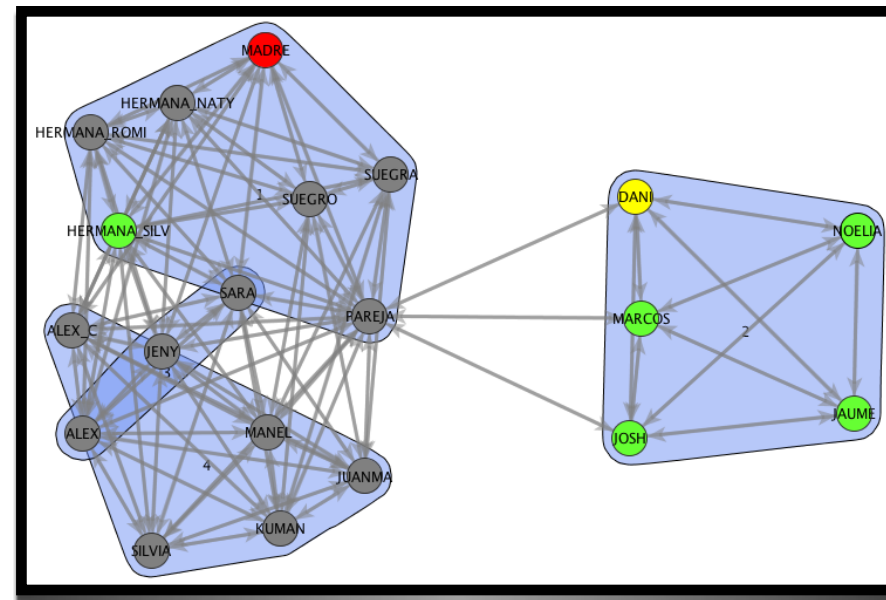
# ANALYSIS

- **Structure**

*network measures*

- **Composition**

*Alteris' attributes*



- **How many** contacts have been mobilized?

- **Who** have been mobilized?

- **Which resources?**

Mobilized Social Capital

Accesed Social Capital

Set of Reasons

- **Why** those contacts have been mobilized?

*Beliefs, Expectations, Desires*

What is the meaning of “reasons”?  
Boudon gives the following general definition: When actors are confronted with a question they try to answer it “by making a guess, a conjecture, or by applying a theory or a general principle valid in many cases” (1989: 176).

# Subsample: 9 interviews, 5 men and 4 women, 27 to 31years old, Barcelona

GENDER	PROFESSIONAL CATEGORY			PROFESSIONAL CATEGORY			PROFESSIONAL CATEGORY		
	HIGH			MIDDLE			LOW		
M	EDUCATION high	middle	low	EDUCATION high	middle	low	EDUCATION high	middle	low
W	EDUCATION high	middle	low	EDUCATION high	middle	low	EDUCATION high	middle	low

Use of contacts



Name	Age	Gender	Mobilized ties	Weak and strong ties	Resources
J*****	30	Man	5	Strong	Information and influence
N***	29	Woman	5	Strong	Influence
A***	30	Woman	3	Strong	Influence
Q***	29	Man	8	Strong and weak	Influence
M*****	27	Woman	8	Strong and weak	Information and influence
Me***	31	Woman	12	Strong and weak	Information and influence
M***	30	Man	10	Strong and weak	Information and Influence
J***	31	Man	19	Strong	Information
Da***	30	Man	19	Strong and weak	Information

High



Low



J., Man, 30,  
Barcelona

**Occupational status/category:**  
Employed/ high qualified job

**Education:**  
University degree or equivalent

Accessed SC

**Structure**

128 number of ties  
(33.7%)

**Composition**

Heterophily  
(education and professional  
category)

Mobilized SC

**Mobilized ties:**

5

**Resources**

Information and influence

**Weak and strong ties**

Strong ties

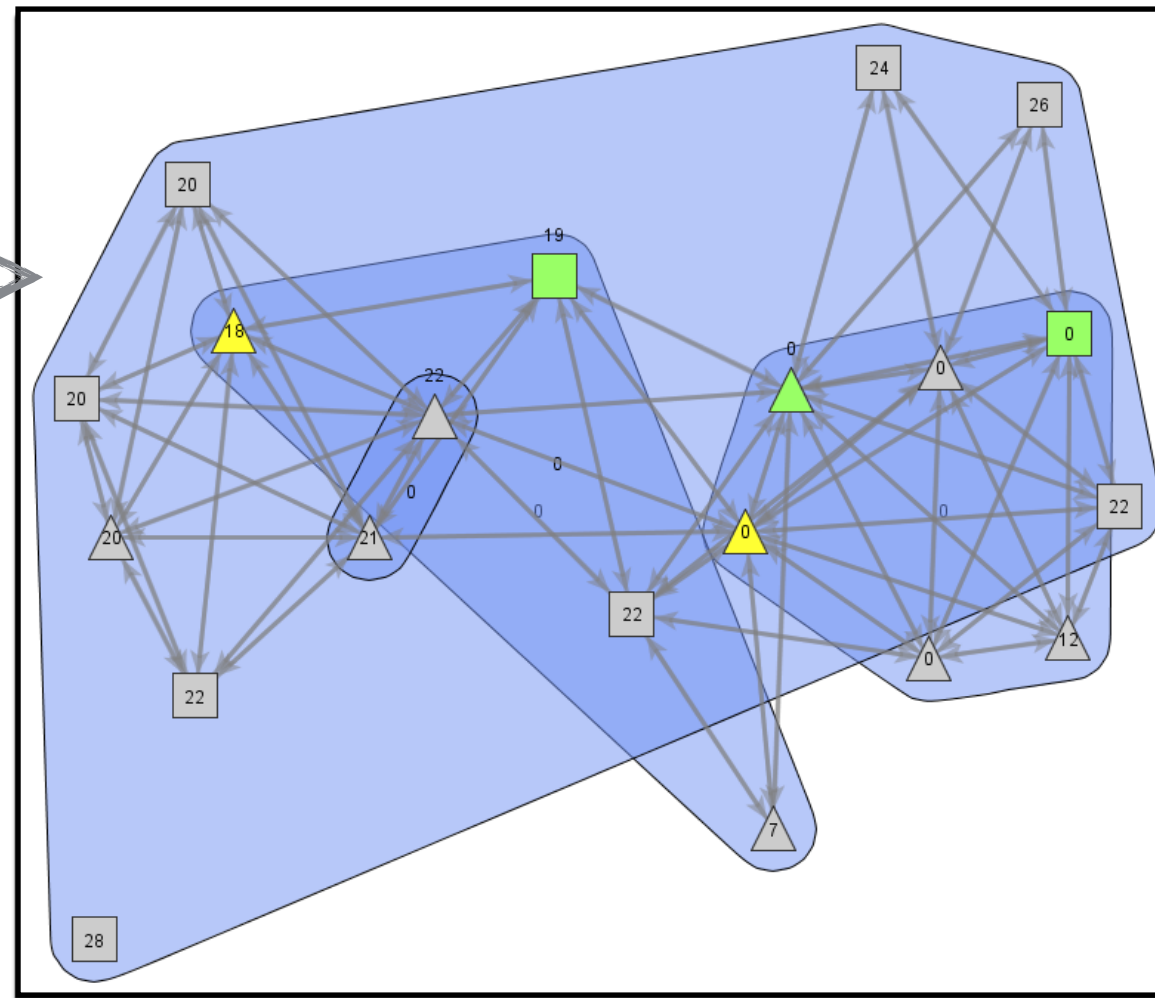
**Beliefs**

*(...) Even with the best  
education  
you have to know  
[the right]  
people to get their trust and get  
a job.*



**Strategy**

*(...) I did many contacts  
inside the college.*



**Expectations**

*(...) I knew since I was kid  
what I wanted to be.  
I always thought that my objective  
was to become Professor.*



**Strategy**

*(...) My father was manager in  
a french bank.  
Through his contacts He got to  
know  
the dean of the college where I was  
studying.  
(...) He was crucial at that a stage.*

D., Man, 30,  
Barcelona

**Occupational status/category:**  
Unemployed/ low qualified job

**Education:**  
Obligatory education

Accessed SC

**Structure**

138 number of ties  
(36.4%)

**Composition**

High Homophily  
(education and professional  
category)

Mobilized SC

**Mobilized ties:**

19

**Resources**

Information and influence

**Weak and strong ties**

Strong ties and weak ties

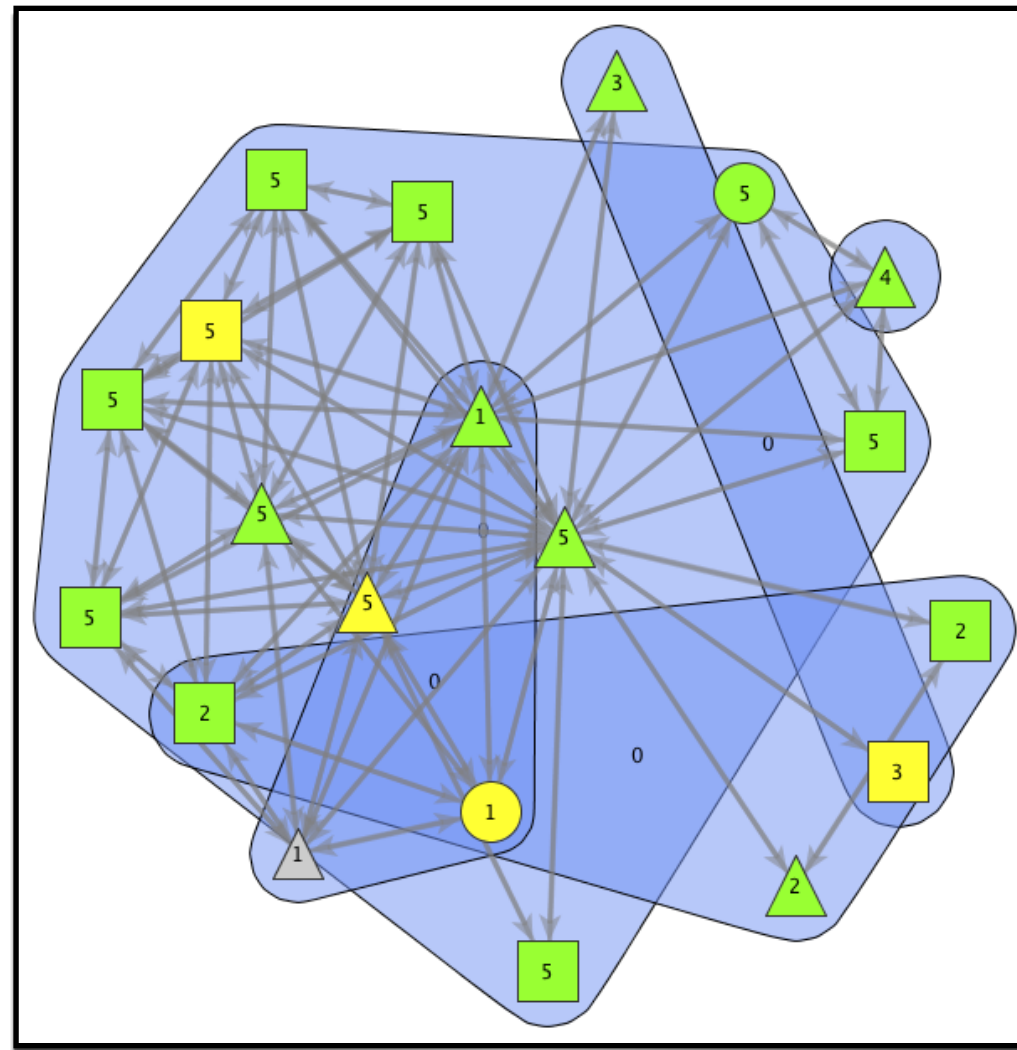
**Beliefs**

*(...) If you do not move,  
nobody is gonna getting  
you a job...*



**Strategy**

*(...) I always ask for  
job...always...*



**Expectations**

*(...) I just want a job.  
Something more  
stable...*

## Conclusions

- (i) *Accesed* and *mobilized* contacts need to be both explored to understand the action of social capital.
- (ii) *Agency* is salient in the process of mobilization of Social capital, actions determine differences in job outcomes.
- (iii) Considering **Reasons** in the use of contacts could explain some regularities at a macro level.

Thanks!

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Centre d'Estudis Sociològics  
sobre la Vida Quotidiana  
i el Treball